

**MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE
Celebrate Mansfield Festival Subcommittee
Monday, August 17, 2015
5:00 PM**

Minutes

Present: Chair Betsy Paterson, Kim Bova, Millie Brosseau, Sarah Delia

Staff: Kathleen Paterson and Cynthia van Zelm

1. Call to order

Chair Betsy Paterson called the meeting to order at 5:02 pm.

2. Public comment

There was no public comment.

3. Approve Minutes from August 3, 2015

The Committee approved the August 3, 2015 minutes by consensus.

4. Review Draft Master Events List

Kathleen Paterson reviewed the Master Events List that was included in the Festival packet and gave a few updates. Domino's, Maharaja, Starbucks, and the Dairy Bar have all turned in their paperwork for food booths. Others are pending. The deadline is Friday, August 21. Janine Callahan is also working on other possible food vendors.

Ms. K. Paterson is waiting for some sponsors to confirm a booth.

Additions include the Community School for the Arts and Friends of EO Smith Crew.

Ms. van Zelm will check with Ilze Taylor to see if she or Mike Taylor are planning on doing the pumpkin carving or mural [Done].

5. Review Draft Master Schedule

Ms. K. Paterson reviewed the Draft Master Schedule

She said she needs to talk to the new EO Smith band director about the logistics for the parade.

Ms. Paterson will talk to the Grand Marshals regarding background information for her remarks introducing them.

Ms. K. Paterson said she needs to talk to John Bell and Bart Roccoberton about the timing of puppet performances on the 2nd stage.

The Benton will be conducting sculpture walks every half an hour from 12:30 to 3:00 pm. **Based on Committee input, Ms. K. Paterson will talk to the Benton representative about starting at 1 pm instead of 12:30 to ensure that the area is cleared out from the parade. [Done]**

6. Updates from subcommittee members

Activities

Ms. K. Paterson said two booth applicants wanted to hand out material. **She will let them know that they need to do an activity per Festival guidelines.** The goal is to minimize waste and to make the Festival as low waste as possible.

Ms. K. Paterson will also send a note out to all booth participants reminding them that fundraising is not allowed but encourage them to collect e-mails to send follow-up information [Done].

Parade

Millie Brosseau did not have any further updates on the parade.

Music/Entertainment

Ms. K. Paterson said a brass band from UConn will be participating in the parade. She has also contacted other bands to march in the parade and is waiting to hear from them.

Sponsors

Cynthia van Zelm said that \$14,400 has been committed from sponsors and donors. Another \$3,750 is expected.

7. Review and Discuss Draft Set-up Procedures

The Committee reviewed the draft site map. There are 84 booths committed thus far.

Ms. K. Paterson will add that barricades are needed at the new back exit from Storrs Commons so people do not try to go through there to Royce Circle with their cars.

Ms. K. Paterson will follow-up with Sarah Delia about more ways to direct people to vendors up Dog Lane and Royce Circle (i.e., signage at HQ table, have volunteers chalk arrows to direct people to vendors, add a QR code to the schedule for the day, add QR code to vendor packet so they can have it at their booth on the day of the Festival, put QR code on signage at Festival grounds). Ms. K. Paterson will also talk to Town IT about putting info about the Festival with a link on the Town's homepage. Ms. van Zelm will add info to Ms. Paterson's remarks for the day of the Festival.

8. Discuss new activities, attractions, and other suggestions

Ms. K. Paterson said Ms. Callahan has the checkerboard that can be used from a previous Festival. Ms. K. Paterson will try and find a place for it.

9. Festival Posters & Cards Distribution

Festival committee members and Partnership staff took Festival posters and cards to distribute around the community.

10. Adjourn

The meeting adjourned at 6:30 PM.

Minutes prepared by Cynthia van Zelm